Digital Fodder

VidIQ Review: YouTube Tool to Grow Your Channel

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Like you, I frequently come across many videos that have millions of views on YouTube. Some creators possess a Midas touch or luck, enabling them to produce viral videos without much effort. However, most full-time YouTubers implement plans and strategies to succeed. For instance, many creators do keyword research to improve their search rankings, discoverability, and visibility. Other users implement several tactics to increase their subscribers.

Although YouTube's Studio application is robust, many creators use third-party products and services to support planning, strategy, and channel management. One such tool is VidIQ, which is popular among YouTubers. Let's review how it can help you get more views, subscribers, and revenue.

App Criteria

Many YouTube tools help creators in different areas, from thumbnail creation to marketing to tag generation. VidIQ bills itself as an "audience development and management suite that helps brands and agencies grow their views and subscribers." It also claims to be an "end-to-end solution." As such, VidIQ should be able to tackle the following areas:

- Analytics
- Bulk updates
- Comment management

- Competitor research
- Data backup
- Demonetization prevention
- Marketing and social media
- SEO and keywords
- Tags
- Thumbnail generation
- Tips and insights
- Video optimization

VidIQ Overview

VidIQ launched in 2012, and its headquarters is in San Francisco, California. It offers a suite of tools to help creators, marketers, and agencies grow their channels and brand awareness. Its free Chrome browser extension features ratings, search engine optimization scores, keyword research, tag management, analytics, and more. Its web app provides dashboards and charts for various video and channel metrics. Many features are free to access, while others are available through paid plans.

VidIQ has raised a total of $4M in funding through three rounds. Its main competitor is TubeBuddy. (Read *TubeBuddy Vs. VidIQ: Which YouTube Tool Is Better?*)

Table of Contents [Hide]

VidIQ Overview

- Analytics
- Bulk Updates
- Comment Management
- Competitor Research
- Data Backup
- Demonetization Prevention
- Marketing & Social Media
- SEO & Keywords
- Tag Management
- Thumbnail Generation
- Tips & Insights
- Video Optimization
- Other Features
- Missing Features
- Pricing
- Affiliate Program
- Final Word
- Related Posts

Analytics

To understand what's working and not working on your channel, you need analytics to make intelligent and strategic decisions. VidIQ provides video and channel statistics on any user through its browser extension and web application.

Browser Extension

VidIQ's "Scorecard" is its primary offering. The Scorecard is a side panel that's brimming with analytics and statistics. The overview section includes a score, views per hour, total views, and duration. The VidIQ score accounts for various data points to determine the likelihood that a video will appear in YouTube search results, related and recommended videos. The rating considers social engagement (across YouTube, Reddit, Twitter, and Facebook), velocity, and views. The closer a score is to 100, the better.

The social media section highlights Facebook and Reddit engagement stats, for example, the number of Facebook likes. Twitter stats sit atop the panel. Historical performance data and trending videos are available for paying users.

At the top of a YouTube channel webpage, a real-time stats bar shows views per 60 minutes and 48 hours. Hovering over the data will bring up more performance stats regarding views, minutes watched, and subs. Additionally, channel

subtotals and ratings are visible without having to click on videos for those details.

On the left-hand side of a YouTube webpage, the Channel Audit tool displays your month-over-month views, subs, and watch time percentages. It indicates what videos to “double down on” based on views per hour and subscribers gained. It also highlights top search terms and videos that are improving.

Web Application

VidIQ’s web application isn’t as exciting or impressive as its browser extension. Nevertheless, it does provide some useful insights.

The analytics tab reveals various statistics for your videos and channel, including views, subscriber metrics, demographics, and viewers by country.

The video tab shows individual video stats, including tags, views, likes, and comments. You can edit video metadata from this page.

The subscriber tab is a premium feature that identifies what your subscribers are watching and liking. It also reports what channels your subs are following and the best time to post your videos.

Bulk Updates

Updating videos one at a time is time-consuming. While VidIQ doesn't process bulk edits to metadata and descriptions, it does support the bulk copying of cards and end screens (and edits to end screens). Those features will increase your productivity.

Comment Management

VidIQ has one feature to help manage comments. Comment templates enable the creation of standardized responses to questions and comments. Suppose you frequently get asked, "What's the quickest way to reach 1,000 subs?" or something similar. You could answer with your 1000 Subs template that reads, "1,000 subs? No problem. In this video (https://youtu.be/example"), I discuss the fastest ways to reach 100, 1,000, and 10,000 subs.

Competitor Research

The browser extension and web app have competitor tabs. Compare your channel to others regarding total, cumulative, views, subs, and uploads. Review your competitors trending videos for different time intervals.

The Scorecard displays insights, stats, and ratings for every video and channel. For example, compare views for the first 28 days of your video to any video, playlist, or channel.

Data Backup

VidIQ enables you to download all your video and channel metadata to a CSV file.

Demonetization Prevention

Demonetization concerns are ever-present on YouTube. VidIQ's controversial keywords feature identifies words and phrases in your metadata that might be inappropriate for advertisers. For example, the title, "How to Shoot Great Pics With Your Smartphone," would be identified as potentially troublesome because the term "shoot" could refer to tragedy or conflict. Since YouTube isn't transparent about its demonetization practices, VidIQ recommends using its feature as a guide.

Marketing & Social Media

With VidIQ's Facebook Syndication feature, you can post your videos directly from YouTube to your Facebook page. Connect your Facebook account to VidIQ, select "send to Facebook," select a few options, and you're ready to go.

SEO & Keywords

An understanding of search engine optimization (SEO) techniques can be a game-changer on YouTube. The goal of SEO is to improve your search rankings, discoverability, visibility, and relevance. There are many pre-and post-publishing factors.

On the Scorecard panel, the SEO tab provides an SEO score. The score considers actionable and performance factors, such as high-ranking tags, tag count, keywords in the title and description, and more. Also visible are stats on creator-suggested content, word count, links in your description, end screens, and external referral links to the video.

For example, when you search on YouTube, “passive income ideas,” VidIQ provides a side panel with actionable keyword insights. You’ll get scores for search volume and competition to assess the probability of ranking for a keyword. Related queries and top keywords are also available. Enable inline keywords to see and copy tags from your competitors.

The web app SEO tab has keyword research, tag management, and bulk editing tools for paying users. Users with free accounts can retrieve up to four results and ratings for related keywords.

The Keyword Inspector displays related keywords, trending videos, scores, and reports. Click on highlighted terms to get more insights.

Tag Management

VidIQ makes managing tags user-friendly and efficient. You can see what terms are in use for any video on the Scorecard under the video and channel

tag headings. Copy them by clicking the paperclip icon or download terms to a CSV file. You can translate, reorganize, and copy tags on your video's YouTube page and create tag templates to reuse. Furthermore, VidIQ offers tag recommendations and rankings.

Thumbnail Generation

An eye-catching thumbnail stands out and increases click-through rates. VidIQ has a custom thumbnail editor that uses three steps. Select a video still, solid color, image, or current thumbnail. Secondly, add text, styles, shapes, images, and create templates for future use. Click the save button, and you're done.

Tips & Insights

VidIQ walks the walks with a robust YouTube channel. It has hundreds of videos featuring tips, ideas, tutorials, strategies, interviews, live streams, Q&A, YouTube news, and promotions. It also has a blog with content that differs from its YouTube channel. There is an online course called, *Launch a Successful YouTube Channel In Just 30 Days!*

Video Optimization

A video optimization checklist identifies what user actions have been taken; for instance, cards and end screens are used. The list consists of ten items and appears on all videos, including your competitors.

Other Features

Would you want to know how a keyword is performing or how many views a competitor is getting? **Trend Alerts** enable you to track keywords, categories, and competitors. It's a great tool to keep tabs on viral and breakout videos. Set up notifications by views per hour and email frequency. Receive email alerts to track trending topics by day, week, or month. Finally, monitor your competitors to see what videos are trending on their channels.

The **Most Viewed** function supports video ideation and research. Search for the top trending videos using a combination of filters, including terms, category, country, rating, views, and length. This feature goes beyond YouTube's trending videos to pinpoint what's performing well.

The **Achievements** feature monitors your accomplishments and top-performing months for subscribers, views, uploads, likes, hours watched, and com-

ments. It also forecasts when you might achieve other milestones. Case in point, it shows me that I reached 3,000 subscribers on September 28, 2019. Easily share your YouTube achievements on Twitter, Facebook, and LinkedIn.

The web app description tab offers a premium feature that enables **Description Campaigns**. A description campaign allows you to add text (including URLs) to all your video descriptions simultaneously. All URLs in the campaign are shortened with vid.io so that you can monitor click-through rates and performance. Use description campaigns to promote new videos, encourage users to subscribe, and drive traffic to your website and social profiles.

VidIQ has an affiliate marketing program that pays recurring commissions up to 25 percent for converting new users.

Missing Features

VidIQ is an excellent all-in-one YouTube tool with a myriad of benefits. However, compared to its main rival, TubeBuddy, it's missing a few capabilities.

VidIQ's comment template is useful but one-dimensional compared to the six comment functions offered by TubeBuddy. Secondly, bulk updates would be much better if it included changes to metadata and playlists.

VidIQ doesn't offer a mobile app or integrate with other apps, for example, Patreon. Lastly, partnerships and perks are nonexistent.

Pricing

VidIQ has four plans, including Basic (free), Pro, Boost, and Enterprise. Pricing starts at $7.50 monthly. VidIQ rarely offers coupons and discounts.

Affiliate Program

VidIQ has an affiliate program. An affiliate program is a way to earn money by sending visitors (traffic) to a website and converting sales. VidIQ pays a recurring commission of up to 25 percent per sale, depending on how many sales an affiliate converts. The program is an excellent way to earn passive income.

Final Word

VidIQ is one of the best YouTube creator tools on the market. It's packed with an extensive range of features to support the most critical areas of channel development and video optimization. It also regularly adds new features to its lineup. Although its Chrome browser extension is much better than its web software, both applications are user-friendly and valuable.

VidIQ is exceptional in analytics and data, competitor research and insights, and demonetization prevention. Its various keyword research tools significantly increase your chances of appearing on the first page of YouTube search results. Its tag research and management capabilities simplify the process of finding high-ranking terms to implement. Therefore, VidIQ is a terrific partner to support your SEO strategy and increase your visibility, discoverability, and views.

VidIQ doesn't have a mobile app. However, many YouTubers likely work from their desktops, so it's not a huge miss. I would like to see more comment management and bulk editing options, but I'm not sure users want those functions.

INSTALL VIDIQ FOR FREE

Ultimately, VidIQ should be on your shortlist of creator tools to help you succeed on YouTube. Its Scorecard is too valuable not to have by your side. The many video scores and ratings across both its apps enlighten and motivate creators to improve their activities. The real-time status bar, overlays, and alerts will keep you informed. Its milestone tracker will ensure you're moving in the right direction and accomplishing your goals.

Install VidIQ's free browser extension to boost your views, subscribers, performance, and revenue. You can also test TubeBuddy's free browser extension (Chrome and Firefox) alongside VidIQ for a direct comparison.

Related Posts

TubeBuddy Vs. VidIQ: Which YouTube Tool Is Better?

Growing a YouTube channel is one of the best ways to make money online. It's up there with ecommerce and software monetization. The barriers and…